
Press Release

FOR IMMEDIATE RELEASE

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GoHumanSoCal.org/Re-ImagineDowntown



Free street festival in Downtown Ontario invites community to test out active transportation improvements Aug. 8

Ontario, Calif. – The City of Ontario and the Southern California Association of Governments' (SCAG) *Go Human* campaign invite residents and visitors to bike, walk, skate or roll to *Re-Imagine Downtown*, a free active-streets festival that encourages family, friends and neighbors to explore a temporary makeover of Euclid Avenue that makes the street more welcoming and pedestrian-friendly.

The event will be held on Wednesday, Aug. 8, from 5:00 p.m. to 8:00 p.m. at the Ontario Town Square, in conjunction with the summer concert series. The goal of the event is to allow residents and visitors to test out and provide feedback to the city on potential street improvements recommended in the [Healthy Ontario Safe & Complete Neighborhoods](#) initiative. This initiative aims to create convenient and safe pathways of travel so that residents can safely and easily reach education, employment, healthcare, leisure and recreation destinations in their neighborhood.

Re-Imagine Downtown will demonstrate various street design elements on Euclid Avenue that could be implemented through the City of Ontario's Active Transportation Program. Street improvements featured at the event will include a separated bike lane, parklet and curb extensions that make Euclid Avenue safer for people walking and biking.

Re-Imagine Downtown will bring together family, friends and neighbors to enjoy free activities including bike rentals, guided kids' bike rides, Zumba, arts and crafts, a cooking demonstration, giveaways and more. Food trucks, a certified farmers market, vendors and more will be located around the Town Square. The Town Square will concurrently feature a performance from Kenny Metcalf, an Elton John tribute act, as part of their ongoing summer concert series.

"*Re-Imagine Downtown* is a fantastic opportunity to showcase Ontario's community efforts to encourage healthy living, while showcasing bicycle and pedestrian friendly facilities to help transform our downtown area," said Ontario Mayor Paul S. Leon. "Through years of effort, the City has already begun to make great strides in revitalizing downtown – from the Ontario Town Square to the recent housing developments – and active transportation facilities help take things to the next level."

Mayor Leon and SCAG President Alan Wapner, who is also an Ontario city councilmember, will speak at a brief press event on Wednesday at 5:20 p.m. at the event hub located at the corner of Euclid Avenue and B Street (224 N Euclid Ave).

SCAG's *Go Human* campaign is working with cities and counties across Southern California to develop open streets events and safety demonstration projects, such as *Re-Imagine Downtown*, which promote safety while encouraging people to walk and bike more.

"*Go Human* shows how investing in active transportation infrastructure can make roads safer for everyone," said SCAG President Alan Wapner. "Designing streets for all users—drivers, bicyclists and pedestrians—is a critical part of developing a complete transportation network in Southern California."

The public is invited to experience what these proposed changes could be like if they were to become permanent. Attendees are encouraged to attend this free event on foot or by bike, scooter or skateboard.

Re-Imagine Downtown is the product of a partnership between the [City of Ontario](#), [Clean Transportation Funding – Mobile Source Air Pollution Reduction Review Committee](#) and [SCAG's Go Human campaign](#). For more information, visit GoHumanSoCal.org/Re-ImagineDowntown.

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About SCAG

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG, please visit: www.scag.ca.gov.

About Go Human

Due to the increase in traffic collisions involving people walking and bicycling, the Southern California Association of Governments (SCAG), launched Go Human, an active transportation safety and encouragement campaign. Go Human aims to increase the number of people walking and biking and decrease the number of collisions that involve people walking and biking. The campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region; Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura. For more information, visit: www.gohumansocal.org.

About the City of Ontario

The City of Ontario is leading the way in creating urban lifestyle districts that create sustainable places to live, work and play. Located just 35 miles east of downtown Los Angeles, the City of Ontario is ideally situated as Southern California's gateway. With three major interstates, two railroads and the Ontario International Airport, Ontario offers direct access from Los Angeles to the rest of California, and to North America. To learn more about the City of Ontario, visit: www.ontarioca.gov.